



# Succession

## Verified Voter Omnibus Survey

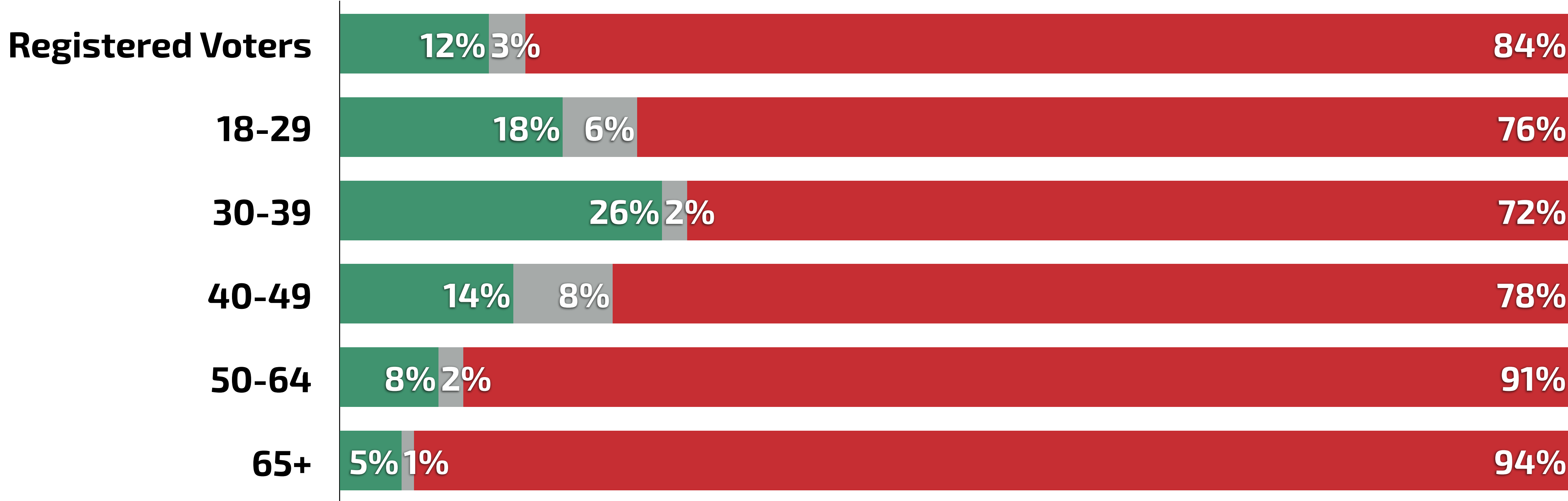
N=1,020 Registered Voters  
Fielded December 9 - December 13, 2021



# 12% Of Voters Watch “Succession”; Most Popular Among Voters Under 40

Q. Do you watch the HBO TV show “Succession”?

■ Yes      ■ Unsure      ■ No

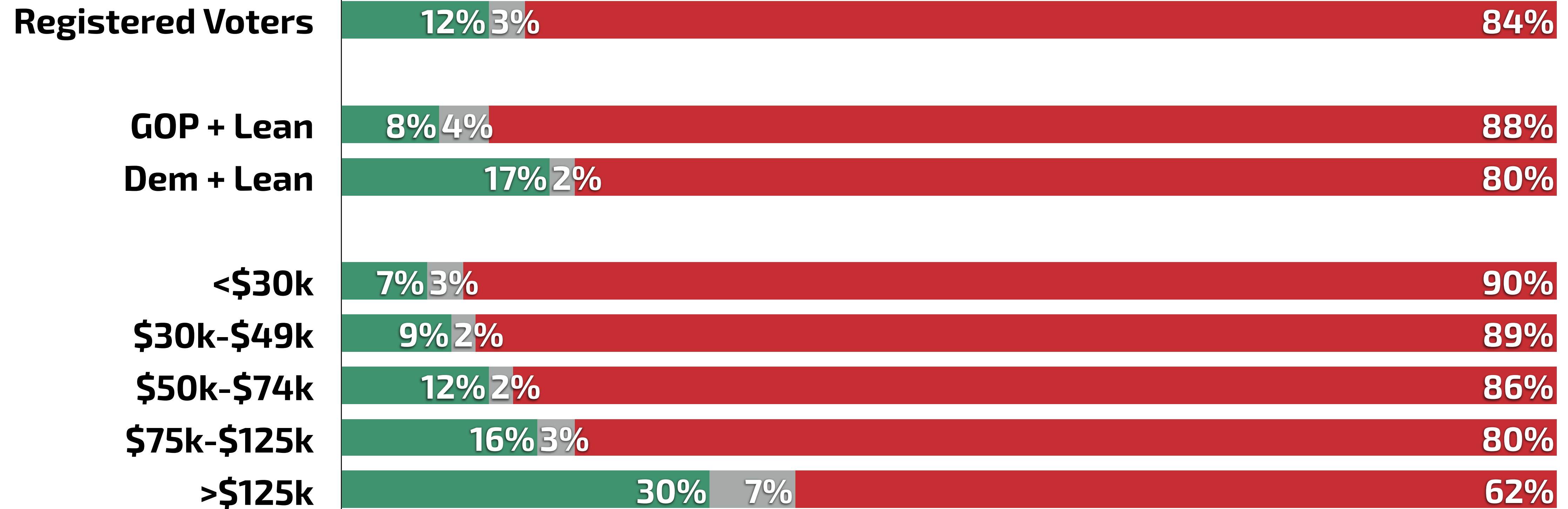


N = 1,020 RV nationwide, fielded December 9-13, 2021

# Democrats, Wealthier Voters More Likely To Watch “Succession”

Q. Do you watch the HBO TV show “Succession”?

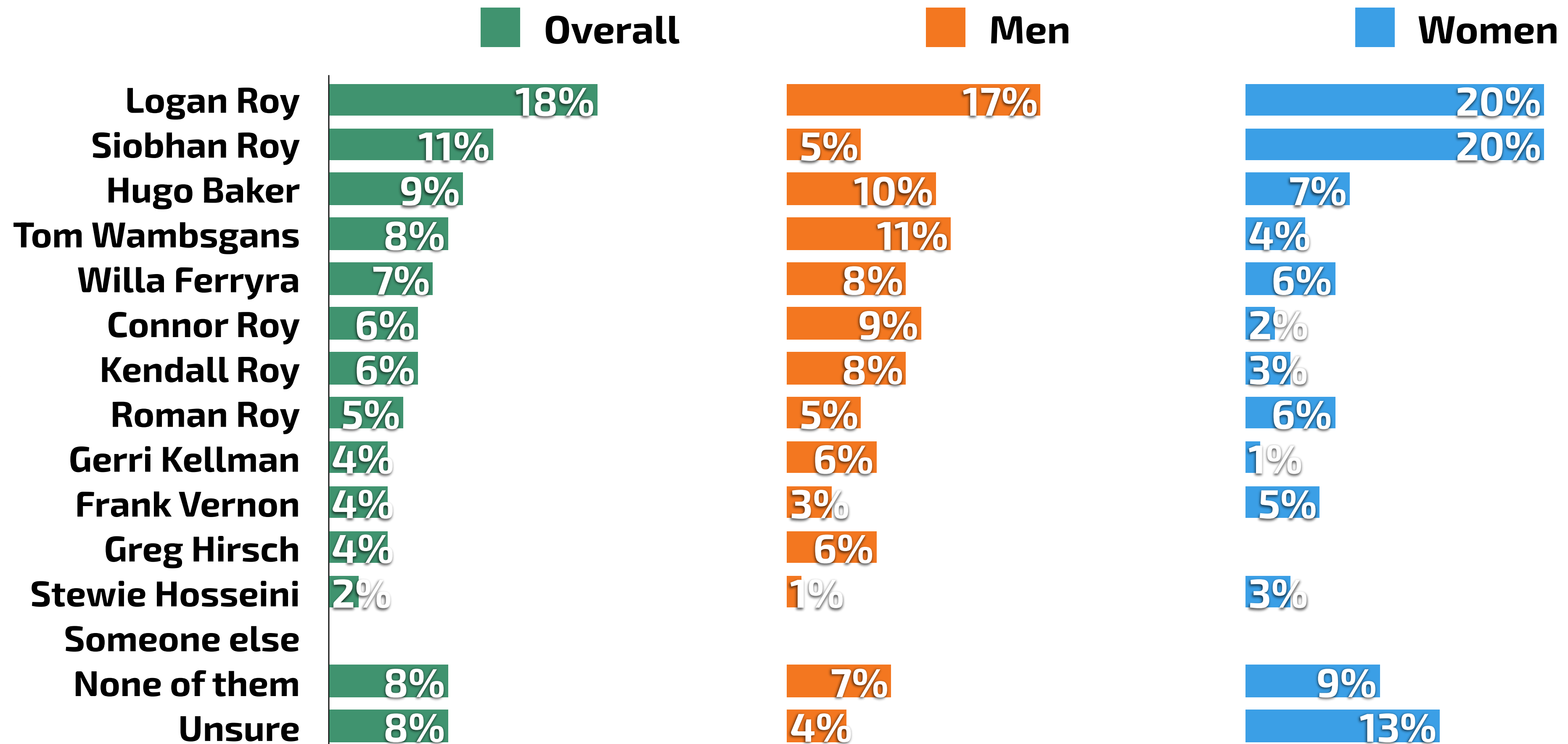
■ Yes      ■ Unsure      ■ No



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# Logan Most Popular Overall; Women Drive Shiv Fandom

Q. Who is your favorite character in HBO's "Succession"? [Asked of n=114 RVs who watch "Succession"]



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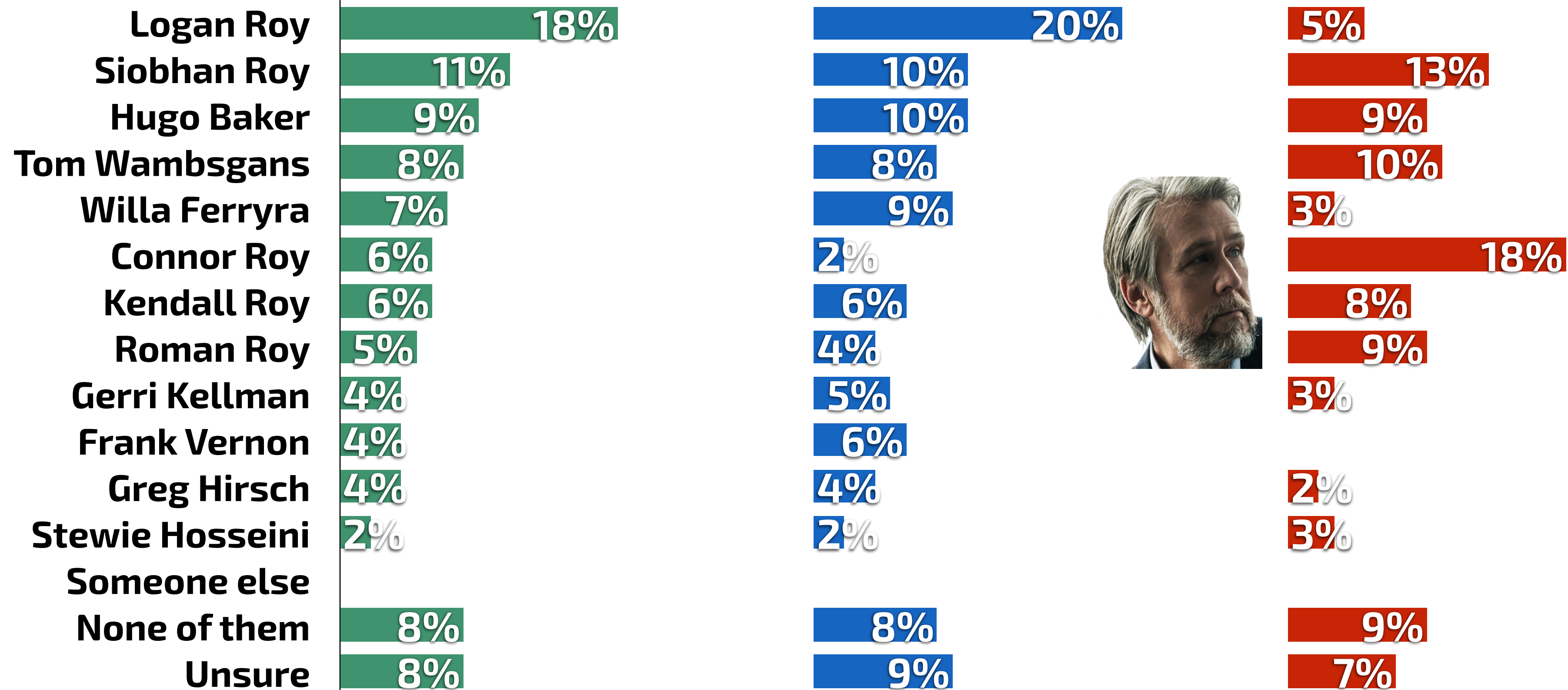
# Democrats Prefer Logan; Republicans Like Connor The Most

Q. Who is your favorite character in HBO's "Succession"? [Asked of n=114 RVs who watch "Succession"]

Overall

Dem + Lean

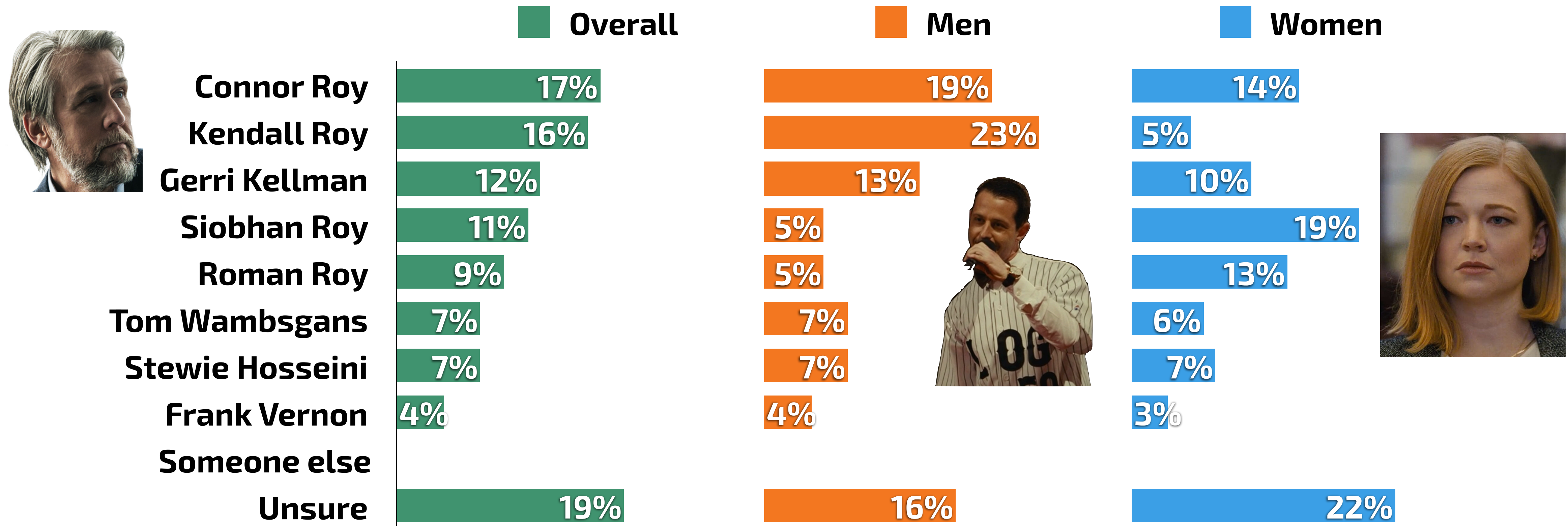
GOP + Lean



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# Connor And Kendall Seen As Most Worthy Successors; Men Drive Support For Kendall, Women Drive Support For Shiv

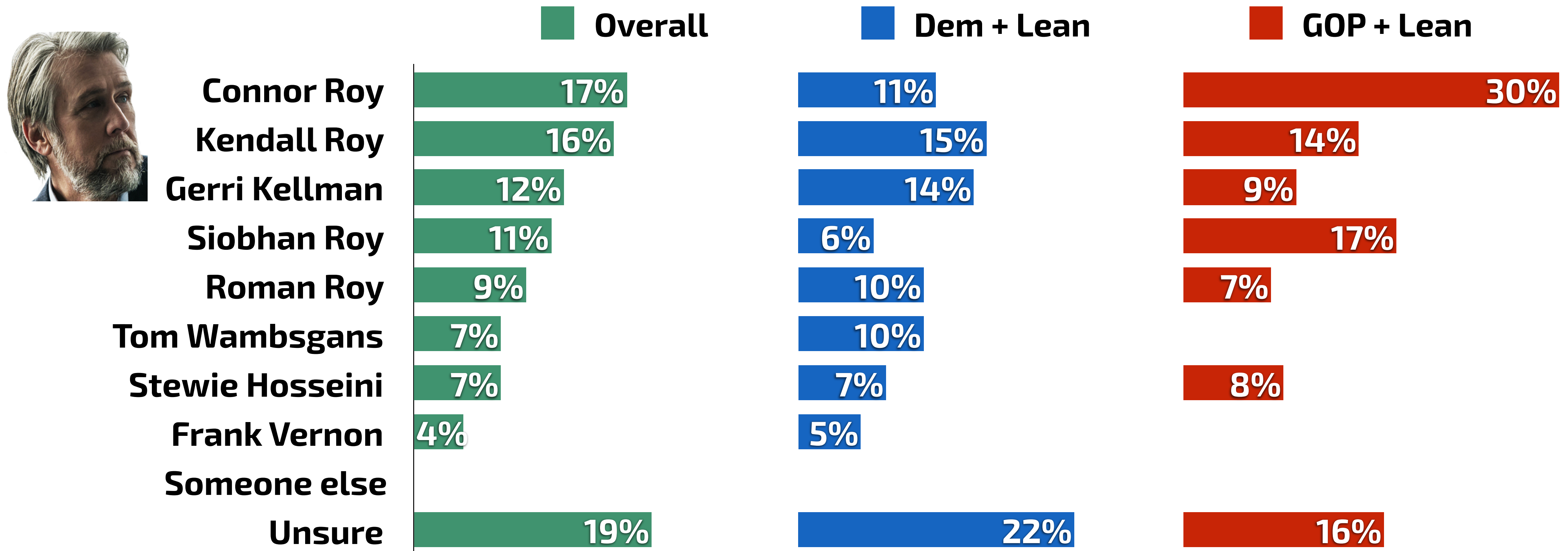
Q. Who do you think is most worthy to be the successor to Logan Roy as the head of Waystar Royco?  
 [Asked of n=114 RVs who watch "Succession"]



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# Republicans Drive Support For Connor As Logan's Successor

Q. Who do you think is most worthy to be the successor to Logan Roy as the head of Waystar Royco?  
[Asked of n=114 RVs who watch "Succession"]



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## Verified Voter Omnibus

*Your questions answered by real voters*

**Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.**

**By adding on to the Verified Voter Omnibus, you'll receive:**

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

**Contact [omnibus@echeloninsights.com](mailto:omnibus@echeloninsights.com) for more information.**





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